

## CLAIMS

### What is claimed is:

1. A method, comprising:

    maintaining a database of registered electronic publications for a plurality of clients;  
    configuring a set of clients to query the database to determine if a publication received from a content publisher is registered; and  
    delivering the publication to an inbox associated with the client if the publication is registered.

2. The method of claim 1, further comprising receiving input from a user of the client to place the publication on one of a subscribed and unsubscribed list.

3. The method of claim 2, wherein the delivering includes delivering if the publication has not been placed on the unsubscribed list.

4. The method of claim 1, further comprising configuring each client to perform an authentication operation to authenticate the content publisher; and to deliver the publication if the content publisher has been authenticated.

5. The method of claim 4, wherein the authentication operation comprises sending authentication information received from the content publisher to the server for verification of the authentication information.

6. The method of claim 1, wherein the publication includes a mass email publication.

7. A computer-readable medium having stored there on a sequence of instructions which when executed by a computer, causes the computer to perform a method, comprising:

maintaining a database of registered electronic publications for a plurality of clients;

configuring a set of clients to query the database to determine if a publication received from a content publisher is registered; and

delivering the publication to an inbox associated with the client if the publication is registered.

8. The computer-readable medium of claim 7, wherein the method comprises receiving input from a user of the client to place the publication on one of a subscribed and unsubscribed list.

9. The computer-readable medium of claim 8, wherein the delivery comprises delivering if the publication has not been placed on the unsubscribed list.

10. The computer-readable medium of claim 7, the method comprises configuring each client to perform an authentication operation to authenticate the

content publisher; and to deliver the publication if the content publisher has been authenticated.

11. The computer-readable medium of claim 10, wherein the authentication operation comprises sending authentication information received from the content publisher to the server for verification of the authentication information.

12. The computer-readable medium of claim 7, wherein the publication includes a mass email publication.

13. A system, comprising:

    a processor; and

    a memory coupled to the processor, the memory storing instructions which when executed by the processor cause the processor to perform a method, comprising:

        maintaining a database of registered electronic publications for a plurality of clients;

        configuring a set of clients to query the database to determine if an publication received from a content publisher is registered; and

        delivering the publication to an inbox associated with the client if the publication is registered.

14. The system of claim 13, wherein the method further comprises receiving input from a user of the client to place the publication on one of a subscribed and unsubscribed list.

15. The system of claim 14, wherein the delivering comprises delivering if the publication has not been placed on the unsubscribed list.

16. The system of claim 13, further comprising configuring each client to perform an authentication operation to authenticate the content publisher; and to deliver the publication if the content publisher has been authenticated.

17. The system of claim 16, wherein the authentication operation comprises sending authentication information received from the content publisher to the server for verification of the authentication information.

18. The system of claim 13, wherein the publication includes a mass email publication.